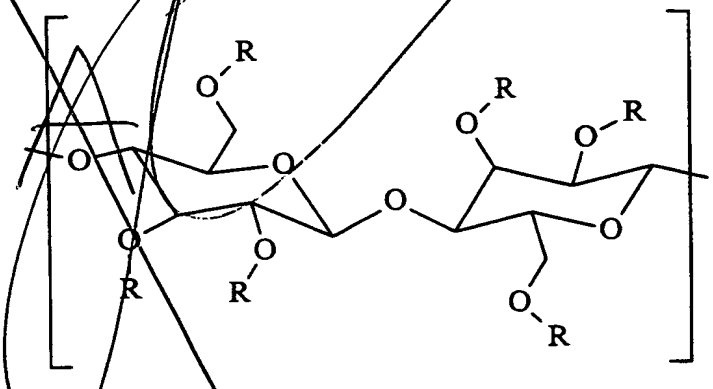
What is claimed is:

1. A detergent composition or component comprising a particulate hydrophobically modified cellulosic material, whereof at least 80%, preferably at least 90%, by weight has a particle size of below 1000 microns.

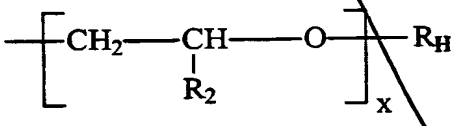
2. A detergent composition or component according to claim1 whereby at least 80% or even 100% of the hydrophobically modified cellulosic material has a particle size of below 850 microns or even below 710 microns.

3. A detergent composition or component according to claim 1or 2 whereby the hydrophobically modified cellulosic material comprises polymers of the formula



;

wherein each R is selected from the group consisting of R_2, R_C, and

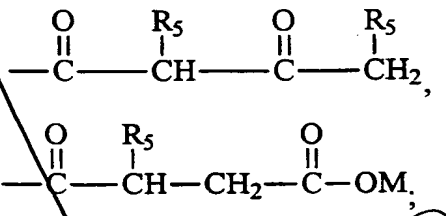


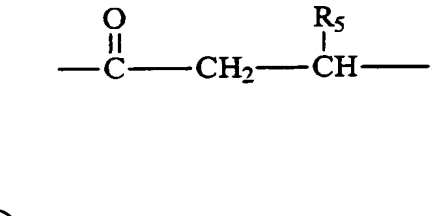
;

wherein:

- each R_2 is independently selected from the group consisting of H and C_1-C_4 alkyl;
- each R_C is $-(CH_2)y-\overset{O}{\overset{\|}{C}}-OZ$,
  wherein each Z is independently selected from the group consisting of M, R_2, R_C, and R_H;
- each R_H is independently selected from the group consisting of C_5 -C_{20} alkyl, C_5-C_7 cycloalkyl, C_7-C_{20} alkylaryl, C_7-C_{20} arylalkyl, substituted alkyl, hydroxyalkyl,

C_1-C_{20} alkoxy-2-hydroxyalkyl, C_7-C_{20} alkylaryloxy-2-hydroxyalkyl, $(R_4)_2N$-alkyl, $(R_4)_2N$-2-hydroxyalkyl, $(R_4)_3$ N-alkyl, $(R_4)_3$ N-2-hydroxyalkyl, C_6-C_{12} aryloxy-2-hydroxyalkyl,





, and

;

- each R_4 is independently selected from the group consisting of H, C_1-C_{20} alkyl, C_5-C_7 cycloalkyl, C_7-C_{20} alkylaryl, C_7-C_{20} arylalkyl, aminoalkyl, alkylaminoalkyl, dialkylaminoalkyl, piperidinoalkyl, morpholinoalkyl, cycloalkylaminoalkyl and hydroxyalkyl;
- each R_5 is independently selected from the group consisting of H, C_1 -C_{20} alkyl, C_5-C_7 cycloalkyl, C_7-C_{20} alkylaryl, C_7-C_{20} arylalkyl, substituted alkyl, hydroxyalkyl, $(R_4)_2N$-alkyl, and $(R_4)_3$ N-alkyl;

wherein:

M is a suitable cation, preferably selected from the group consisting of Na, K, 1/2Ca, and 1/2Mg;

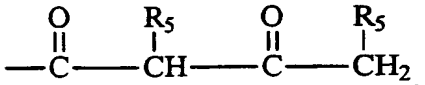
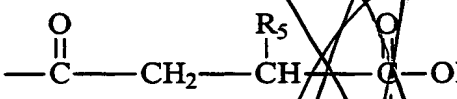
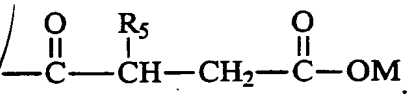
each x is from 0 to about 5;

each y is from about 1 to about 5; and

provided that:

- the Degree of Substitution for group R_H is between about 0.001 and 0.1, more preferably between about 0.005 and 0.05, and most preferably between about 0.01 and 0.05;
- the Degree of Substitution for group R_G wherein Z is H or M is between about 0.2 and 2.0, more preferably between about 0.3 and 1.0, and most preferably between about 0.4 and 0.7;
- if any R_H bears a positive charge, it is balanced by a suitable anion; and
- two R_4's on the same nitrogen can together form a ring structure selected from the group consisting of piperidine and morpholine.

4. A composition or component according to claim 3, wherein each R_H is independently selected from the group consisting of C_5 -C_{20} alkyl, C_5-C_7 cycloalkyl, C_7-C_{20} alkylaryl, C_7-C_{20} arylalkyl, substituted alkyl, hydroxyalkyl, C_1-C_{20} alkoxy-2-hydroxyalkyl, C_7-C_{20} alkylaryloxy-2-hydroxyalkyl, $(R_4)_2N$-alkyl, $(R_4)_2N$-2-hydroxyalkyl, $(R_4)_3$ N-alkyl, $(R_4)_3$ N-2-hydroxyalkyl, and C_6-C_{12} aryloxy-2-hydroxyalkyl.

5. A composition or component according to claim 3, wherein each R_H is independently selected from the group consisting of  ,  , and  .

6. A detergent component or composition according to any preceding claim wherein the hydrophobically modified cellulosic material is present in a pre-formed particle comprising a carrier material and/ or a surfactant, and whereby preferably at least 80% of the material has a particle size of below 500 microns.

7. A detergent component or composition according to claim 6 wherein the preformed particle is an agglomerate, comprising one or more carrier materials selected from inorganic salts, silicates or aluminosilicates and an anionic and/ or nonionic surfactant.

8. A detergent component or composition according to claim 6, wherein the preformed particle is a spray dried blown powder particle, comprising one or more carrier materials selected from inorganic salts, silicates or aluminosilicates and an anionic and/ or nonionic surfactant.

9. A detergent component or composition according to any of claims 1 to 5 wherein the hydrophobically modified cellulosic material is in the form of a dry-add particle.